Seat No.: _____ *Enrolment No._____*

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A. - SEMESTER – V (Evening) • EXAMINATION – WINTER 2012

Subject code: 840103 **Date: 31-12-2012**

Subject Name: Services and Relationship Marketing

Time: 10:30 am – 01:30 pm **Total Marks: 70**

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Explain the characteristics of services and How are they different from goods?	**07**
	(b)	Explain the concept of flower of service.	**07**
Q.2	**(a)**	Identify and elaborate on the communication/message sources which are transmitted through marketing channels.	**07**
	(b)	Why should service firms focus their efforts? Describe the basic focus options, and illustrate them with examples.	**07**
		OR	
	(b)	Explain briefly the concept of pricing tripod.	**07**
Q.3	**(a)**	Explain the dimensions of ambient conditions and how each can influence customer response to the service environment.	**07**
	(b)	Elaborate on the types of service process redesign.	**07**
		OR	
Q.3	**(a)**	Identify options to adjust capacity with demand .	**07**
	(b)	Explain the concept of employee empowerment .	**07**
Q.4	**(a)**	What is emotional labor? Explain the ways in which it may cause stress for employees in specific jobs. Illustrate with suitable examples.	**07**
	(b)	How should service guarantees be designed? Elaborate on the types of service guarantee.	**07**
		OR	
Q.4	**(a)**	What are the key components of the blueprint ?	**07**
	(b)	Why is it important to consider the distribution of core and supplementary services both separately and jointly?	**07**
Q.5	**(a)**	Contrast the roles of marketing, operations, and human resources in (1) an airline, (2) a hotel, (3) a brokerage firm, and (4) an insurance company.	**07**
	(b)	Explain the wheel of customer loyalty briefly.	**07**
		OR	
Q.5	**(a)**	Discuss the Gaps involved in the service delivery according to GAP model.	**07**
	(b)	Review briefly the five dimensions of service quality [NOTE: as used in SERVQUAL]. What do tangibles mean in the context of (a) an airline, (b) a retail bank, (c) a hotel, (d) a telephone company?	**07**

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